

FROM THE I. B. S.

2/11/46

NOTE: The use of the confidential tag on this report means that it concerns internal IBS affairs and is sent only to Full Member stations. Feel free to post it if you wish.

FINANCIAL REPORT.....

Enclosed is the report of IBS financial activities during the month of January 1946. The books of IBS are always open to member stations, and we'll be glad to answer any questions you have.

LISTENER SURVEY.....

The joint IBS - IBSR listner poll, which was reported briefly in the January Bulletin, has been pretested at Princeton and will be ready to be administered at other colleges on March first or shortly thereafter. The poll, which we hope will be taken at all colleges having full member stations of IBS, is to serve as a source of definite information for the individual college, for IBS, and for IBSR. In addition to providing your staff and IBS with a guide to program preferences, needed improvements, and listening habits, the results will also give IBSR and the business staffs of the stations the concrete information they need to solicit advertising.

After this first national poll has been completed and analysed, we will be glad to cooperate with individual stations or regional groups of stations in taking more detailed polls that will study specific problems more deeply.

We would like to have each station choose one specific person to supervise the poll for its college, and send us his or her name on the attached questionnaire. With the information we have requested we can work out the specific plans for each college. The survey questionnaires will be printed with space for us to add whatever additional questions you may want.

The questions cover radio ownership, program type preferences, extent and actual times of radio listening, favorite stations, frequency of listening to the IBS station, and favorable or unfavorable comments on the campus station. In addition, Princeton has requested a sponsor identification question for Gruen and Herald Tribune, and these or any any other questions can be added for any station that wants them.

The questionnaire is to be administered by student interviewers on each campus who may or may not be members of your staff. Having interviewers ask the questions, while it requires more work than merely handing out the questionnaires in some public place, is more than justified by the improved results. With interviewers, who can become familiar with the questions, it is possible to ask more

CONFIDENTIAL-FOR STATION EXECUTIVES

difficult and therefore more productive questions because there is less misunderstanding of the questionnaire; those interviewed are more likely to take the survey seriously, and the proportion who throw away a questionnaire instead of returning it can be reached by an interviewer.

An idea that may work in some colleges is to make an arrangement for the members of an economics or social psychology class to do the interviewing for class credit. A word of warning on this, though - be sure that such an arrangement doesn't saddle you with a bunch of interviewers whose chief interest is getting a class assignment done as quickly and easily as possible. The greatest advantage of a class credit system is the advice and supervision of a professor who knows something about the problems involved. If this isn't obtainable, better steer clear of such a set-up and get what interested interviewers you can. It is primarily important that your interviewers take the poll seriously and are careful not to influence the results, however inadvertently.

The sampling will be done on a random basis - that is, interviewing the occupants of every tenth (or 12th or 15th) room in every dormitory. If this is done properly, a sample should be obtained that will be representative and give good results. The number of interviews will depend on the size of the college. A smaller percentage is required in a large college than in a small one, for the same degree of accuracy. The smallest colleges will require about 75 interviews, and a college of 3,000 or over will require about 250.

When the interviewing is finished, the questionnaires are to be returned to IBS, where the replies will be placed on punched cards and tabulated by machine. This process will not only make the analysis faster, but will make possible a much more thorough analysis than could otherwise be made. The results for each college will then be reported, as well as the results for the entire poll, and the questionnaires will be returned to you if you wish.

I will appreciate any suggestions you have, and I will appreciate the prompt return of the enclosed questionnaire.

Sincerely,

Harriet Linton

February 8, 1946

Financial Report - January 1946

Assets:	Accounts Receivable on January first	\$ 1163.73
	Less Correction in Williams bill	<u>6.51</u>
	Corrected accounts receivable	1157.22
	New accounts receivable during January	<u>2236.04</u>
	Total	3393.26
	Received during January 1946	<u>1157.22</u>
	Accounts receivable on February first	\$ 2236.04

Fixed Assets remain approximately as on January first.

Liabilities:	Accounts payable (Debts) on January first	\$ 852.95
	Less correction on Biltmore Hotel	<u>14.12</u>
	Corrected accounts payable Jan 1	838.83
	New accounts payable during January	<u>565.29</u>
	Total	1404.12
	Paid during January	<u>880.34</u>
	Accounts payable on February first	\$ 231.75

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Disbursements during January 1946

Disbursements in payment of liabilities from 1945	394.78
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Other disbursements:

* Salaries	335.80	
Office expenses	52.83	
Postage	22.88	
Petty Cash	35.00	
Refund to Harvard (for 1945)	.52	
Office Furniture	23.02	
Publicity (Mailing)	12.76	
Telephone (Technical Dept.)	2.75	
Total	\$ 485.56	\$ 485.56

Total Disbursements during January	\$ 680.34
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* The salaries of employees are subject to Withholding Tax which is deducted and held by IRS for quarterly payment to the US. This figure is the net paid to employees. Taxes of \$ 54.20 were withheld during January.